



COPY OF PAPERS
ORIGINALLY FILED

#5/4
MC
4-40

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: David S. Springer and Brian T. Zucker

RECEIVED

Assignee: Dell USA, L.P.

MAR 21 2002

Title: Method And Apparatus For Tracking Banner Advertising

Technology Center 2100

Serial No.: 09/313,436

Filing Date: May 17, 1999

Examiner: Khanh H. Le

Group Art Unit: 2162

Docket No.: M-7260 US

Client Ref. No.: DC01769

San Jose, California
March 6, 2002

BOX NON-FEE AMENDMENT
COMMISSIONER FOR PATENTS
Washington, D. C. 20231

RESPONSE TO NON-FINAL OFFICE ACTION

Dear Sir:

This paper is responsive to the Non-Final Office Action dated December 6, 2001, having a shortened statutory period expiring March 6, 2002. Further examination and reconsideration are respectfully requested in view of the amendments and remarks set forth below.

AMENDMENTS

IN THE CLAIMS

The following is a clean version of the entire set of pending claims. In accordance with 37 CFR § 1.121(c)(1)(ii), the attachment entitled "**Version with Markings to Show Changes Made**" provides marked up versions of the claims containing the newly introduced changes.

LAW OFFICES OF
SKJERVEN MORRILL
MACPHERSON LLP

25 METRO DRIVE
SUITE 700
SAN JOSE, CA 95110
(408) 453-9200
FAX (408) 453-7979

**COPY OF PAPERS
ORIGINALLY FILED**

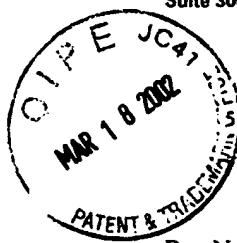
9600 Great Hills Trail
Suite 300W

Austin
Texas 78759

T: 512-794-3600
F: 512-794-3601

Newport Beach, CA
San Jose, CA
San Francisco, CA

skjerven morrill
macpherson LLP



Attorney Docket No.: M-7260 US

March 6, 2002

Box Non-Fee Amendment
Commissioner For Patents
Washington, D.C. 20231

Re: Applicant(s): Springer, David S.; Zucker, Brian T.
Assignee: Dell USA, L.P.
Title: Method And Apparatus For Tracking Banner Advertising
Serial No.: 09/313,436
Examiner: Khanh H. Le
Docket No.: M-7260 US

Filed: May 17, 1999
Group Art Unit: 2161

RECEIVED

MAR 21 2002

Technology Center 2100

Dear Sir:

Transmitted herewith are the following documents in the above-identified application:

- (1) Return Receipt Postcard;
- (2) This Transmittal Letter (in duplicate);
- (3) Response to Non-Final Office Action (14 pages)

No additional fee is required.
 The fee has been calculated as shown below:

CLAIMS AS AMENDED

	Claims Remaining <u>After Amendment</u>	Highest No. <u>Previously Paid For</u>	Present <u>Extra</u>	Rate	Additional Fee
Total Claims	22	Minus	24	= 0	x \$18.00 \$ 0.00
Independent Claims	3	Minus	3	= 0	x \$84.00 \$ 0.00
<input type="checkbox"/> Fee of _____ for the first filing of one or more multiple dependent claims per application					\$
<input type="checkbox"/> Fee for Request for Extension of Time					\$
<u>Total additional fee for this Amendment:</u>					\$ <u>0.00</u>

Conditional Petition for Extension of Time: If an extension of time is required for timely
filing of the enclosed document(s) after all papers filed with this transmittal have been
considered, an extension of time is hereby requested.

Please charge our Deposit Account No. 19-2386 in the amount of \$ 0.00

Also, charge any additional fees required and credit any overpayment to our Deposit
Account No. 19-2386.

Total: \$ 0.00

Respectfully submitted,

Abdul R. Zindani
Attorney for Applicants
Reg. No. 46,091
[Phone: (512) 794-3600]
[Fax: (512) 794-3601]

I hereby certify that this correspondence is being deposited with
the United States Postal Service as First Class Mail in an envelope
addressed to: Commissioner For Patents, Washington, D.C.
20231, on _____, 2002.

Attorney for Applicants

Date of Signature